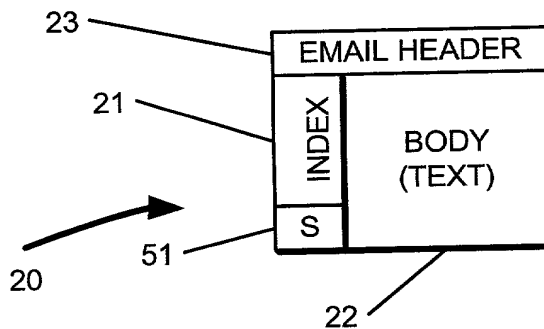
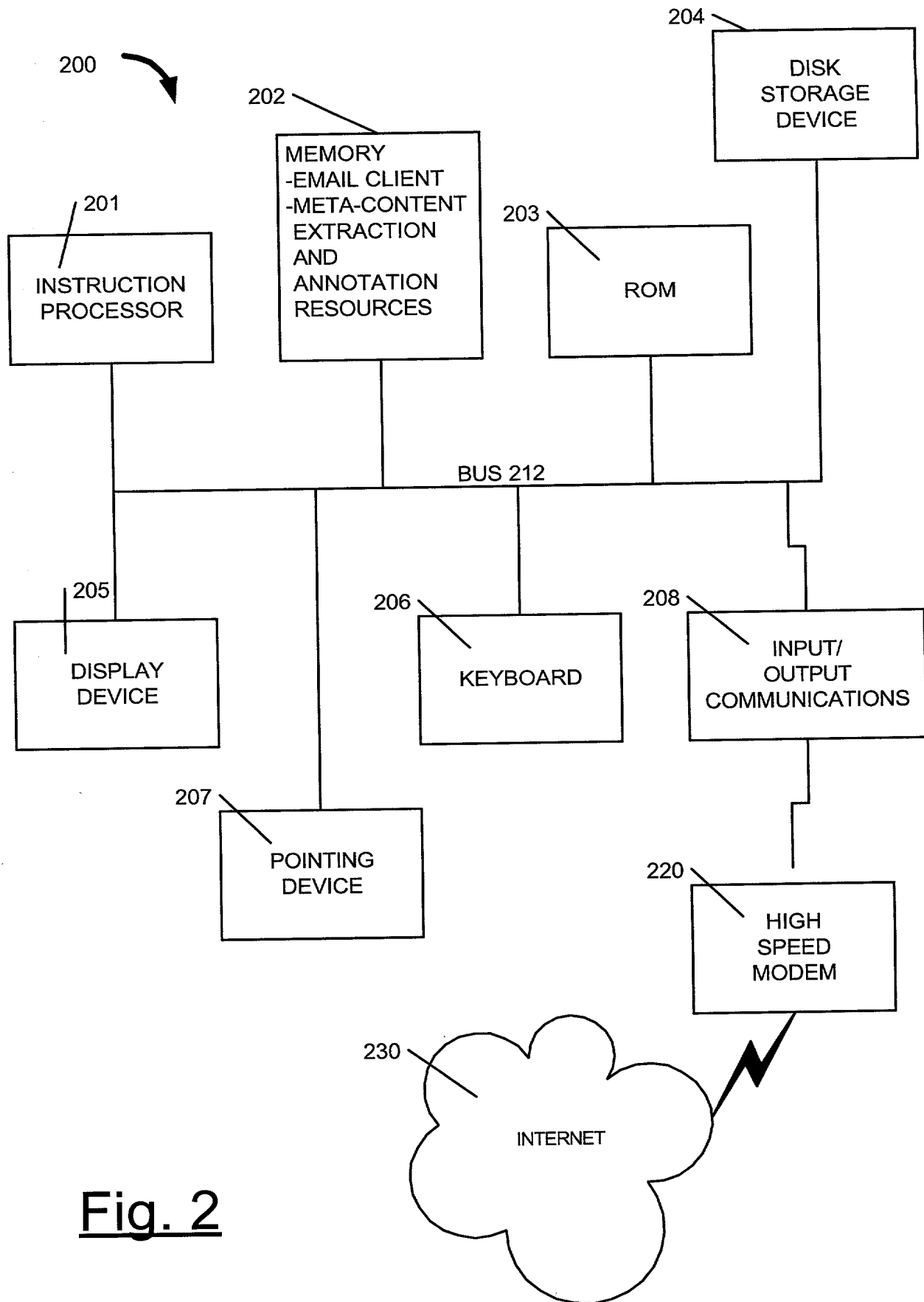
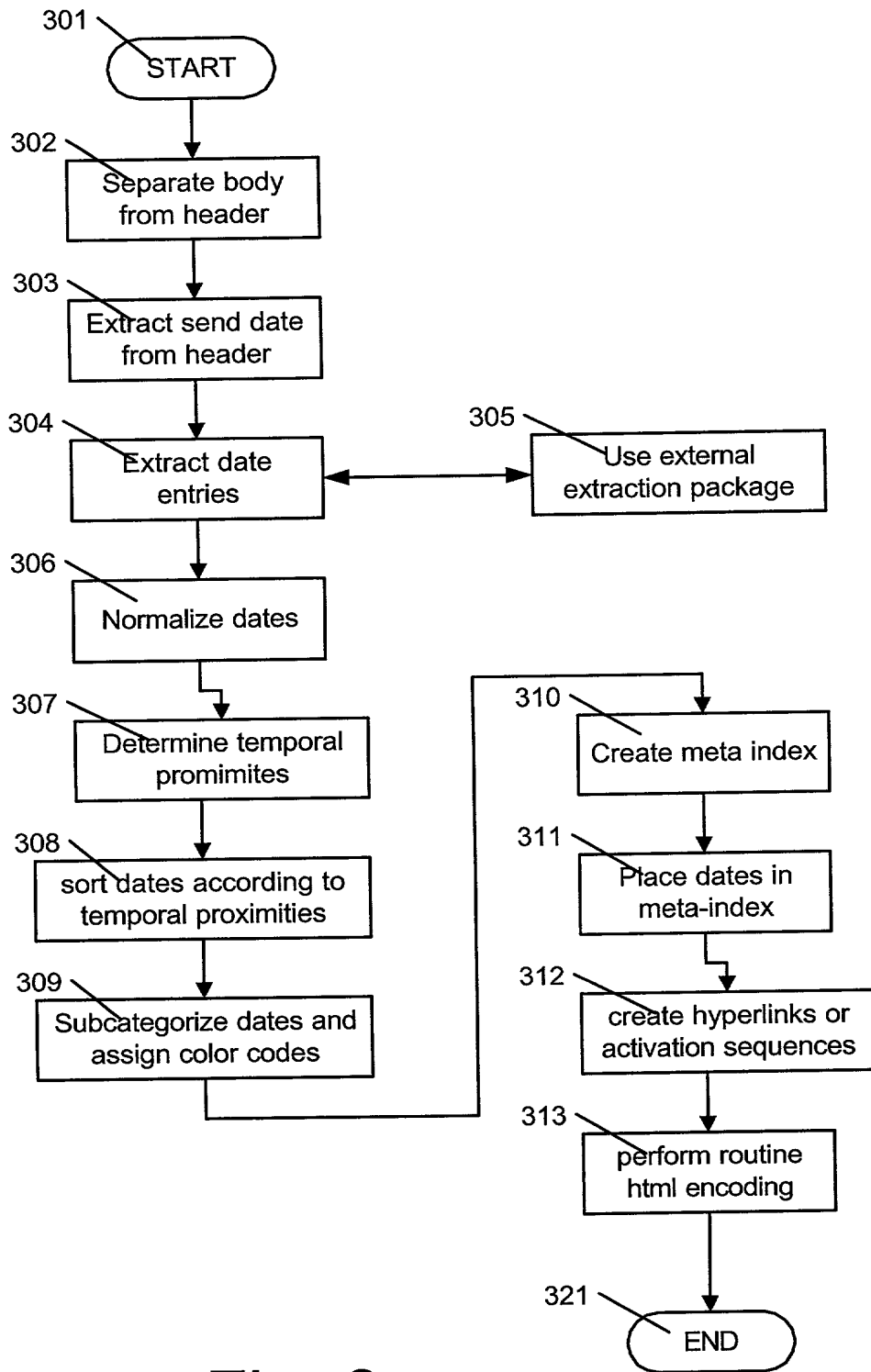


Fig. 1



Fig. 2

**Fig. 3**

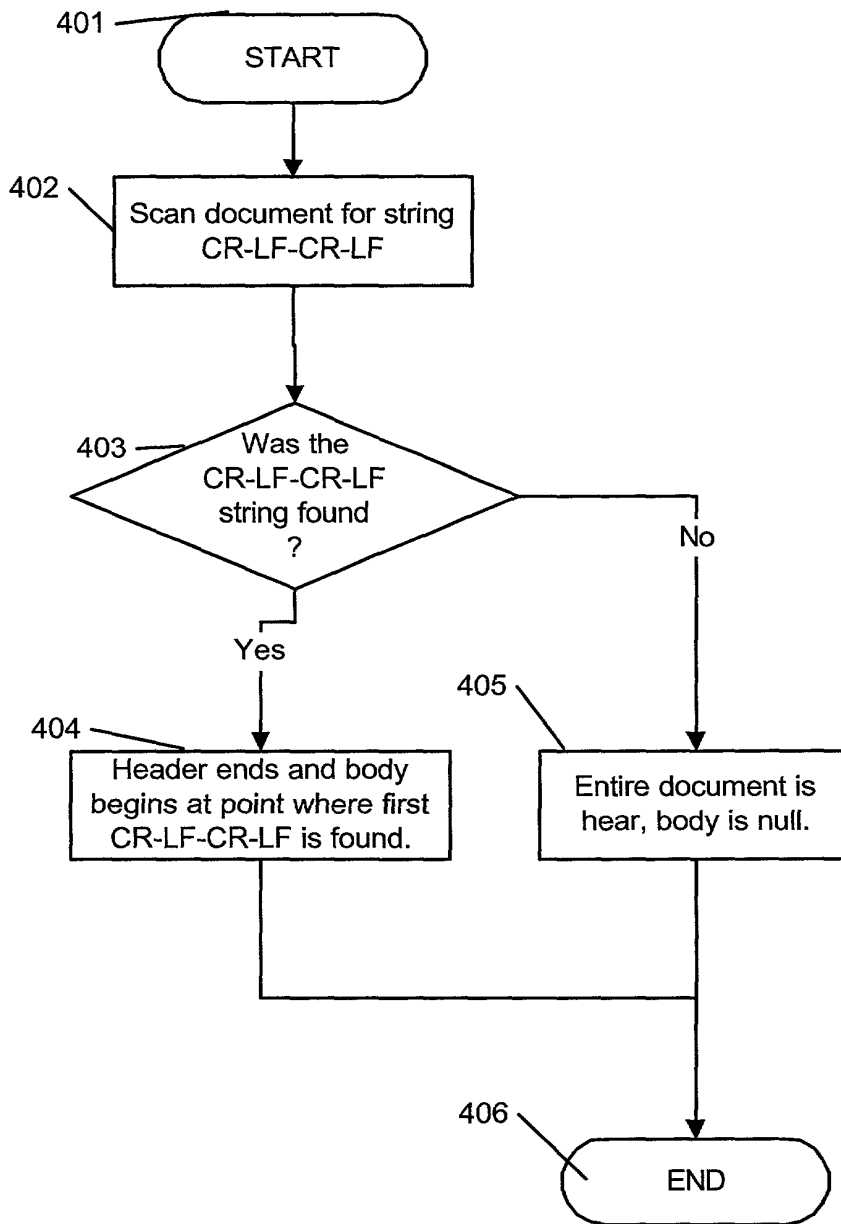


Fig. 4

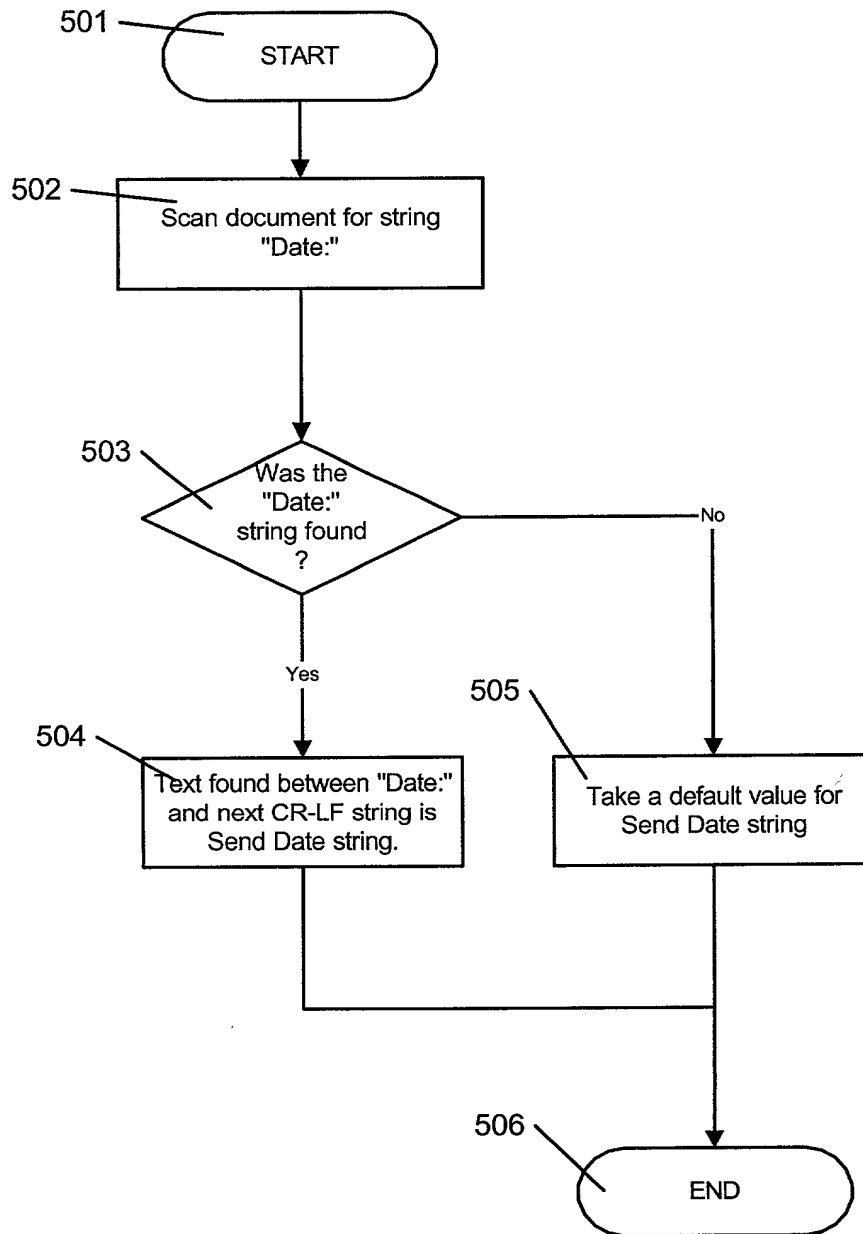
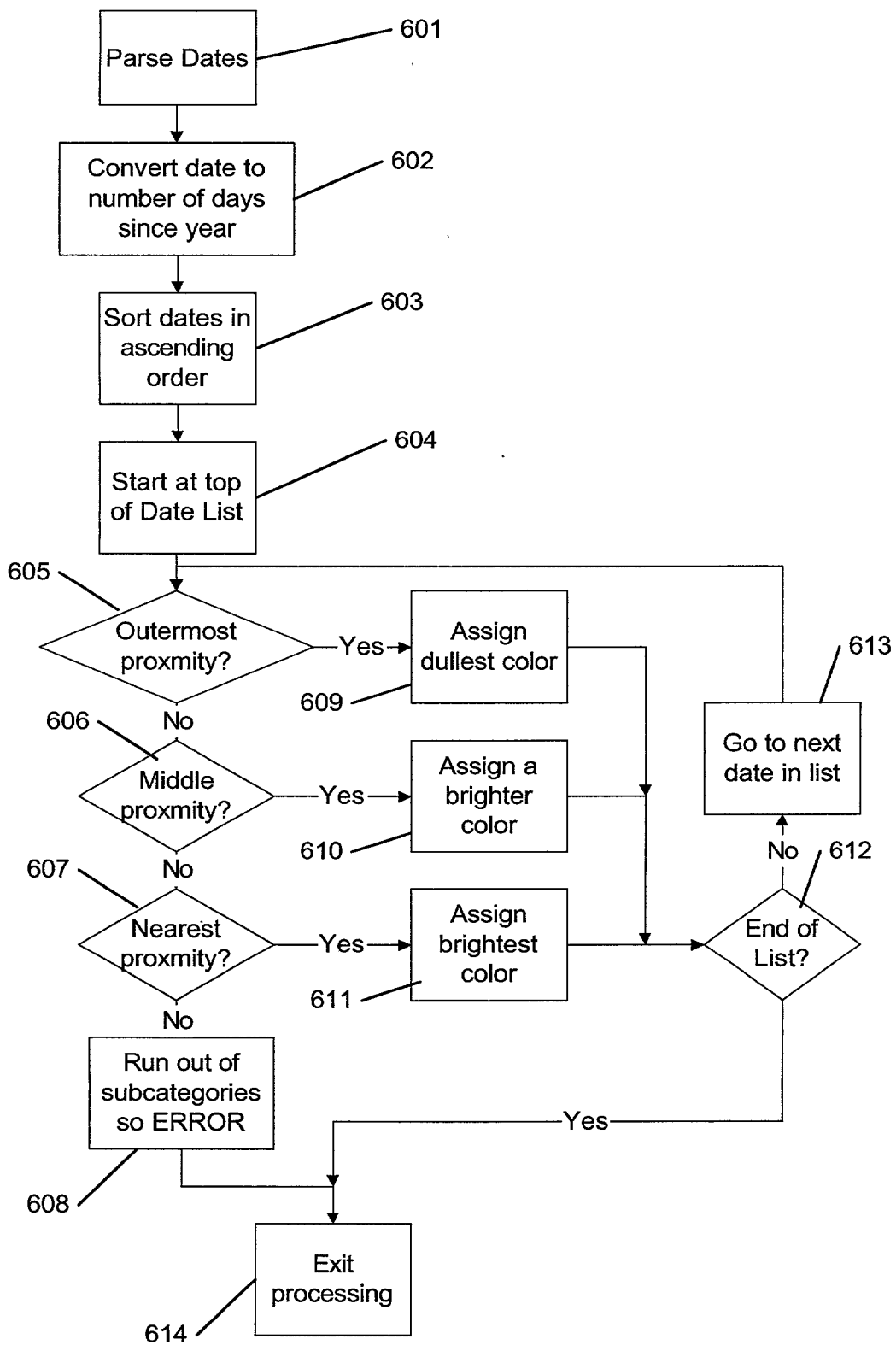


Fig. 5

**Fig. 6**

In this
message

810

Dates

Mar. 17, 1998
Apr. 1, 1998
Apr. 7, 1998
Apr. 9, 1998
Apr. 13, 1998
Apr. 27, 1998

811

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Bill
Bill Zoellick
CEO Michael
Armstrong
EDI
Larry Warnock
Mary
Mary Laplante
McKnight
Neuman
Paul Houle
Ptolemy
Robin Cover
Solomon
Warnock

814

Organizations

AT&T
America Online
Inc.

815

Document Software Strategies Analysis

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- April 13, 1998 -

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Bill starts off this week with a look at some of the big trends that will be shaping your business over the next three to five years. Specifically, he looks at communications infrastructure changes, and at how they tie into the planning of vendors selling products that create, manage, or deliver content.

Mary is back this week with a collection of smaller topics of interest to our readers. She starts off with a look at the recent Documentum announcements, looking at them both in terms of what they say about Documentum and what they might tell us about document management in general. She also brings you up-to-date on KREF (Knowledge management Reference model Effort) and XML developments.

We will not be publishing the DSS Analysis next week -- we'll be back in your mailbox during the week of April 27. ← 820

Write or call if you have questions or want to talk. Bill is editor of this weekly service -- his e-mail address is Bill_Zoellick@capv.com. Telephone is (303) 449-3134. ← 821

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-- the DSS Staff at CAP Ventures

Bill Zoellick ...

Fig. 7A

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 Corporation
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Content and Connectivity

I want to use the word "content" in a very general sense. Not just as in "content management" -- but as a general term for all the "stuff" that your products manage -- scanned images, text, web pages, tables, XML, whatever. Next week we can go back to using the word in its more restricted form, having to do with "web stuff" -- but this week I need it as a big, general term.

Virtually all of our vendor clients sell software that focuses on content in some way -- authoring it, managing it, finding it, converting it, viewing it.. Consequently, we typically write to you about matters that relate to content -- XML for example.

But -- and here is the point of this week's essay -- looking ONLY at content keeps you from seeing the bigger picture and understanding what is behind all of this CHANGE in the way we handle and use content. Said another way: understanding the forces that are driving change in our content-focused businesses requires looking beyond content.

WHY "CAUSE" IS IMPORTANT

That all sounds pretty abstract, and so it's worth spending some time to explain why this is important. It has to do with predicting future developments. If you could identify the two or three things that were really driving all of the big, long term changes in the ways businesses are using content, then you'd be in a better position to analyze and track these key "drivers" and make some educated guesses about what the next change will be, and maybe even when it might happen.

For example, I have recently been spending a lot of time looking at the changes in the markets for electronically based transactions -- the new style of EDI that uses web-based technologies. I have been trying to answer questions like, "Just how fast will paper based

Fig. 7B